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## **NEWS RELEASE**

This release is available electronically on INN (News Net).

Sept. 13, 1997

**Contact:** Gus Chambers, William Marcus or Ray Ekness, KUFM-TV, (406) 243-4101.

### **KUFM-TV PREMIERES NEW 'BACKROADS OF MONTANA' EPISODE SEPT. 19**

#### **MISSOULA --**

KUFM-TV and Montana Public Television will premiere the 10th episode of the award-winning television series, "Backroads of Montana," Friday, Sept. 19, at 8:30 p.m.

The program can be seen across the state on Montana Public Television, KUSM-TV in Bozeman and KUFM-TV Channel 11 in Missoula. The episode will air again Sunday, Sept. 21, at 9:30 a.m.

This installment, "Wool and Winds," takes viewers sailing on frozen waters near Helena, sends them into the sky at Helena's kite festival, puts them in the seat of a glider over the Flathead Valley, takes them sightseeing in Glacier National Park and floats them through the Gates of the Mountains on the Missouri River north of Helena. The episode also provides a front row view as ranchers take a little off the top while sheep shearing near Absarokee.

"This is a much more physical show," says Gus Chambers, who co-produces the program with Ray Ekness and host William Marcus, all of The University of Montana's Broadcast Media Center. "We're more physically involved with the people and the surroundings than in some of our past programs, both the physical activity of the people or the physical beauty of our state."

"Backroads of Montana" has won three Program of the Year awards from the Montana

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Broadcasters' Association and is funded by grants from the Greater Montana Foundation, Travel Montana and UM. Videos of all previous "Backroads" installments are available at more than 150 libraries across Montana. "Backroads" also can be seen internationally as part of HEARTLAND USA, the new international public broadcasting service.

"Backroads of Montana" is produced by KUFM-TV, which is part of UM's Broadcast Media Center, and is presented by Montana Public Television.

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